



Suicide Prevention Month 2020

Social Media Toolkit

#ConnectToProtect #BeThere



The Department of Defense (DoD) is committed to preventing suicide among service members and their families. The Defense Suicide Prevention Office is responsible for policy, oversight, and engagement. The Psychological Health Center of Excellence (PHCoE), a division of the Defense Health Agency Research and Development Directorate, leads the clinical approach to suicide prevention and intervention in the Military Health System.

Suicide prevention is a DoD priority throughout the year. Each September DoD acknowledges Suicide Prevention Month to bring added attention to the complex issue of suicide and suicide prevention. Successful suicide prevention involves understanding suicide warning signs, risk and protective factors, available treatments and resources, and procedures for maintaining safety.

2020 Campaign

This year, the DoD's Suicide Prevention Month theme "Connect to Protect" highlights the important role that connections can play in preventing suicide — connections to family, friends, and the community, as well as to information, resources, treatments, and support. To further this effort, PHCoE is sharing information and resources for suicide prevention and awareness.

In addition to a Suicide Prevention Month — [September 2020](#) web page where you will find links to information and resources and related content, we prepared this Social Media Toolkit with graphics and sample messaging — including content from our Real Warriors Campaign — to help you communicate about suicide prevention on your social media channels.

Use the content in this toolkit to:

- Promote the theme of connectedness and amplify suicide prevention messages
- Link service members and their families to information and resources
- Reduce stigma and foster help-seeking behavior
- Keep providers and allied professionals up to date on the latest research, guidance, resources, and tools

We encourage you to add to our messages or customize them for your audiences. When posting any of these messages on Facebook or Twitter, tag @PHCoE and use the campaign hashtags: #ConnectToProtect and #BeThere. You can also share messages directly from our social media channels: Facebook (facebook.com/PHCoE and facebook.com/RealWarriors), Twitter (twitter.com/PHCoE and twitter.com/RealWarriors).

If you have any questions, reach out to the PHCoE Social Media Team (dha.ncr.j-9.mbx.phcoe-social-media@mail.mil). Thank you for your help in raising awareness to prevent suicide.

PHCoE Content for Facebook/Twitter

Messages are optimized for Facebook and Twitter. All tags provided are for both Facebook and Twitter unless one appears in brackets, in which case the bracketed tag is the Twitter tag. Here is a tip for using these graphics. Select any image you want to use by clicking on it. Then 'right click' on the selected image and choose "Save image as ..." from the options provided. You can now save the image to your desktop or file and post from there on your own social media channel(s).

September is #SuicidePreventionMonth. Visit the @PHCoE website for facts, information, and resources. Learn the warning signs, what you can do, where to get help and #BeThere for someone in need. <https://pdhealth.mil/resource-center/national-suicide-prevention-month-2020> #ConnectToProtect



Clinical #suicideprevention is a priority for @DeptofDefense. @DefenseHealthAgency [@DoD_DHA] is working with the services to standardize evidence-based suicide risk care across all military medical treatment facilities. #ConnectToProtect #BeThere

Suicide Prevention Month 2020



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PHCoE Resources

The Psychological Health Resource Center, staffed by mental health clinicians who know military culture, offers custom responses to your questions and can connect you to treatment resources in your area. Call, email, or chat. <https://www.pdhealth.mil/resources/call-centers/psychological-health-resource-center> #ConnectToProtect #BeThere

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PSYCHOLOGICAL HEALTH RESOURCE CENTER

866-966-1020 • Open 24 hours a day, 7 days a week



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Providers: inTransition can help connect at-risk patients to their next mental health care provider. Refer any service member being deployed, moving, retiring, or leaving service. <https://www.pdhealth.mil/resources/intransition/providers> #ConnectToProtect #BeThere

Suicide Prevention Month 2020

inTransition
CONNECTING • COACHING • EMPOWERING



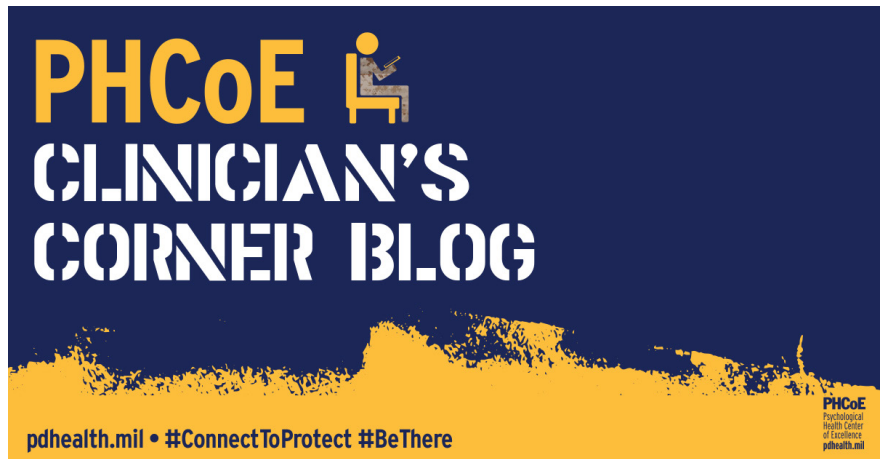
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Providers: You have an important role in #suicideprevention. Use resources from @RealWarriors, a @PHCoE campaign, to support those coping with psychological health concerns. <https://www.pdhealth.mil/resources/real-warriors-campaign> #ConnectToProtect #BeThere



Written by leaders, clinicians, and psychological health experts in the @MilitaryHealth System, the @PHCoE #CliniciansCorner blog keeps you up to date on latest developments, new tools, and emerging topics of interest. <https://pdhealth.mil/news/blog> #ConnectToProtect #BeThere



The @DeptofDefense Suicide Event Report (DoDSER) is a surveillance system that tracks service members' #suicide deaths/attempts. Annual DoDSER reports offer in-depth examinations of military suicide rates and risk factors. <https://pdhealth.mil/research-analytics/departement-defense-suicide-event-report-dodser> #ConnectToProtect #BeThere

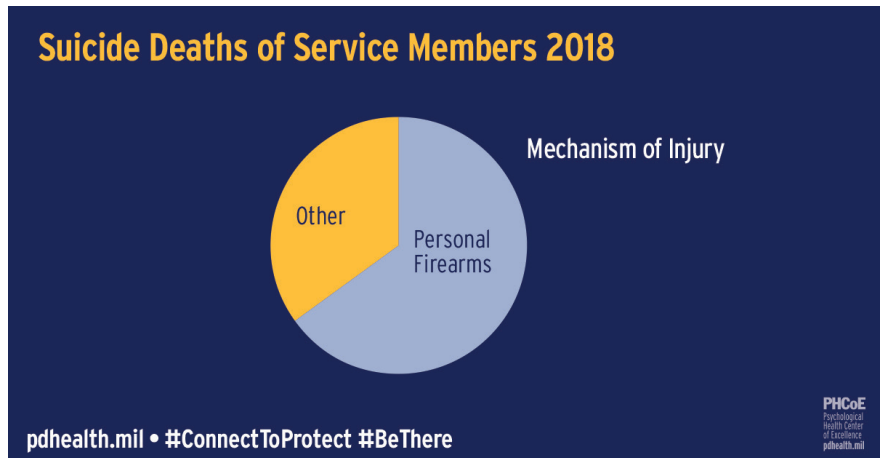


Although effective treatments are available, 47 percent of active component service members who died by #suicide in 2018 did not seek care in the 90 days prior to the event. Reaching out is a sign of strength. https://www.pdhealth.mil/sites/default/files/images/docs/TAB_B_2018_DoDSER_Annual_Report-508%20final-9MAR2020.pdf #ConnectToProtect #BeThere



Clinical Support Tools and Firearm and Means Safety

DYK: the most common mechanism of injury for death by #suicide in service members in 2018 was a personally owned firearm, which was used in more than half of suicide deaths. <https://www.pdhealth.mil/clinical-guidance/clinical-conditions/suicide-risk/firearm-and-means-safety> #ConnectToProtect #BeThere



The @DefenseHealthAgency [@DoD_DHA] and @VeteransAffairs [@DeptVetAffairs] have released clinical support tools for implementing the 2019 Clinical Practice Guideline for the Assessment and Management of Patients at Risk for #Suicide. <https://www.pdhealth.mil/clinical-guidance/clinical-practice-guidelines-and-clinical-support-tools/suicide> #ConnectToProtect #BeThere



Safety planning helps service members manage #suicide risk during times of crisis. For providers, new evidence-based tools for #safetyplanning are now available. <https://www.pdhealth.mil/clinical-guidance/clinical-practice-guidelines-and-clinical-support-tools/suicide> #ConnectToProtect #BeThere

SUICIDE PREVENTION CLINICAL SUPPORT TOOLS



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Providers: Download this new resource for tips on addressing #lethalmeans access and options for temporary safe storage of #firearms when working with patients at risk for #suicide. <https://www.pdhealth.mil/clinical-guidance/clinical-practice-guidelines-and-clinical-support-tools/suicide> #ConnectToProtect #BeThere

SUICIDE PREVENTION CLINICAL SUPPORT TOOLS



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For family members and #caregivers, a new #suicideprevention resource can teach warning signs, risk factors, and how to help a loved one in crisis. https://pdhealth.mil/sites/default/files/images/docs/Suicide_Prevention_trifold_3-11-2020_FINAL-web_508.pdf #ConnectToProtect #BeThere

SUICIDE PREVENTION CLINICAL SUPPORT TOOLS



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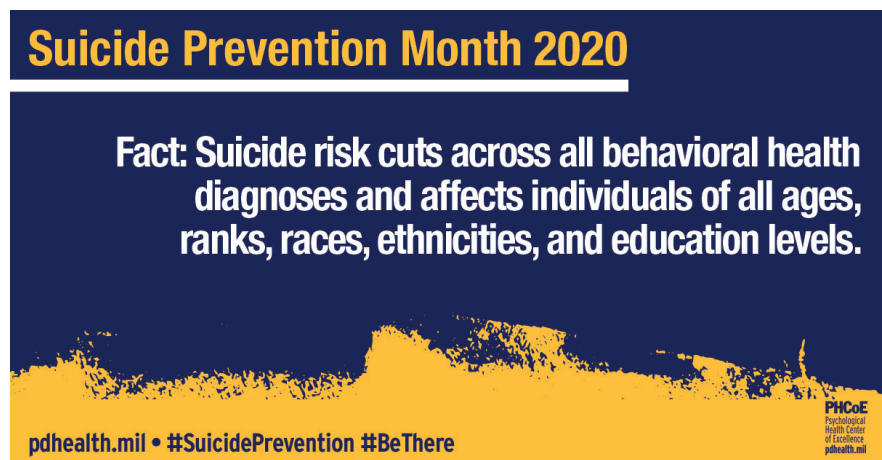
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Providers: a concise overview of guidelines and decision aids related to identification, evaluation, and management of patients at risk for #suicide is available for primary and specialty care providers. <https://www.healthquality.va.gov/guidelines/MH/srb/VADoDSuicideRiskCPGPocketCardFinal5088212019.pdf> #ConnectToProtect #BeThere

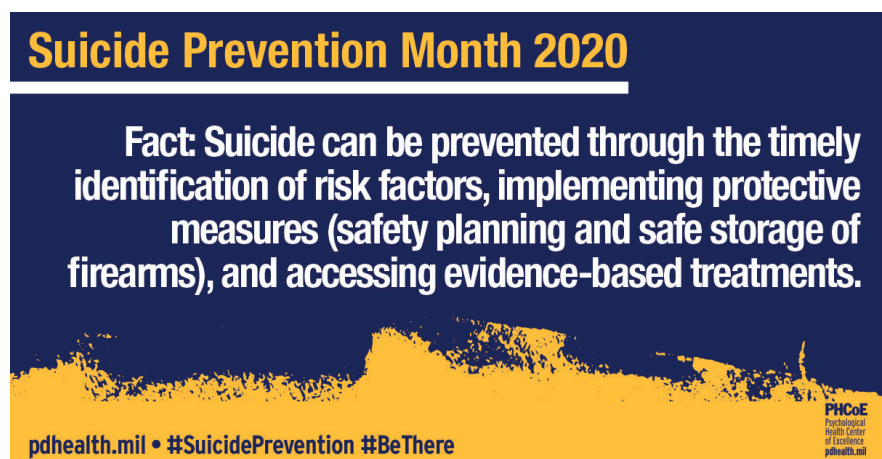


Facts About Suicide

Understanding a few basic facts about suicide can help everyone engage in suicide prevention efforts. Learn more about suicide in the military from @PHCoE. <https://www.pdhealth.mil/clinical-guidance/clinical-conditions/suicide-risk> #ConnectToProtect #BeThere



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Content from the Real Warriors Campaign

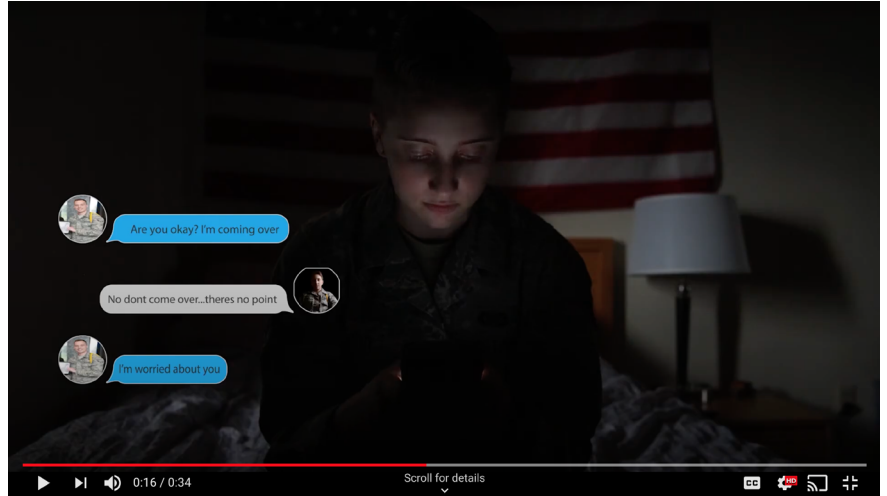
The Real Warriors Campaign supports PHCoE in its mission to break the stigma associated with psychological health concerns and encourage those who are coping with a psychological health concern to seek help. The campaign links service members, veterans and their families with care and provides free, confidential resources including online articles, print materials, videos and podcasts. Questions about this content or to obtain video files can be sent to: webmaster@realwarriors.net

For Sept. 6, First Day of National Suicide Prevention Week (Sept. 6 – 12, 2020)

Today marks the beginning of #SuicidePreventionWeek.

Signs of suicide or emotional crisis may not always be obvious. This week @RealWarriors is sharing ways to recognize and respond to distress messages on social media. Knowing how you can #BeThere may save a life.

#SuicidePreventionMonth
#ConnectToProtect



View video: <https://www.youtube.com/watch?v=MhCZYawSICM&feature=youtu.be>

Request the video file by sending an email to Real Warriors: webmaster@realwarriors.net

For Sept. 10, World Suicide Prevention Day

Today is #WorldSuicidePreventionDay. As a service member, you have a duty to not only protect our country, but to also protect one another. Comment below and share what you are doing to #BeThere for your fellow Soldiers, Sailors, Airmen, Marines and Guardsmen.

#SuicidePreventionMonth
#ConnectToProtect



Any Time in Sept.

Knowing the signs of crisis and getting help now can help you or someone you know who is in distress.

#SuicidePreventionMonth

Download this infographic and learn how three simple acts can save a life → bit.ly/SuicidePreventionToolsRW

#ConnectToProtect

#BeThere

Retired Sgt. 1st Class David Parish was chasing perfection and found himself unraveling. No one knew his pain. After surviving a suicide attempt, he sought treatment and was able to heal from his depression.

#SuicidePreventionMonth

#ConnectToProtect

HELPING SOMEONE IN CRISIS

These three simple acts can save the life of a warrior.



ASK
Are they considering suicide?



LISTEN
Hear their concerns. Tell them they aren't alone.



GET HELP
Don't leave them alone. Take them to the nearest leader, chaplain, health care provider or call the Military Crisis Line. Call 911 in an emergency.

#BeThere
#ConnectToProtect

Suicide Prevention Month
REAL WARRIORS • REAL BATTLES
REAL STRENGTH

View video: <https://www.realwarriors.net/personal-stories/david-parish-long-psa>

Request the video file by sending an email to Real Warriors: webmaster@realwarriors.net

Defense Health Agency • Research and Development Directorate • Psychological Health Center of Excellence

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Mix & Match Posts and Graphics

Postvention, the support and intervention after a suicide occurs, can help promote healing and reduce future suicide risk among those affected.

#SuicidePreventionMonth
#ConnectToProtect

Learn ways to cope and recover in a healthy way. →
bit.ly/CopingWithSuicideRW



As a leader, you can influence the way service members in your command maintain their psychological health — and how they view seeking care for concerns.

#SuicidePreventionMonth
#ConnectToProtect

Create a supportive command environment with these tips. → bit.ly/SuicideLineLeaders-RW



Did you know sexual assault, financial challenges and relationship trouble can all be risk factors of suicide?

Learn the warning signs of suicide and how you can help. → bit.ly/SupportYourFriendsRW

#SuicidePreventionMonth

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Seeking treatment saves lives.

An American Journal of Psychiatry study found that treatment can prevent future suicide attempts among service members with current suicidal ideation or a recent suicide attempt.

#SuicidePreventionMonth

#ConnectToProtect

Learn how to recognize distress and take action → bit.ly/SuicidePreventionRW

